

# HP Haven: See the big picture in Big Data

**Create 100% better products**



## See the big picture in Big Data with HP Haven

Knowing how customers use the products and services you provide helps you improve what you offer, which helps you retain more customers, and attract new ones. This vital knowledge requires the analysis of traditional business data, machine data, and human information. The Haven platform can:

- perform very fast analysis on lots of structured data
- derive meaning from unstructured information

Like in so many Big Data problem areas, creating better products requires better data gathering power and analytics.

[Learn More: Haven: The HP platform for Big Data](#)

## Make your products and services 100% better with smart data discovery and analytics

- What features of my website or online game are attracting the most attention?
- What correlations am I missing in the 100+ terabytes collected in my data warehouse?
- How can I convert the power of my own Big Data solution into something customers will pay for?
- How can I help customers become better at what they do?

If questions like these are on your mind, HP's Haven platform for Big Data may have the answers you're looking for. With the power to sort and analyze a broad array of data types, both structured and unstructured—text, photos, voice, and video—the Haven platform gives you and your customers a way to navigate through a sea of information toward profitable results. You won't always know what you're looking for. Neither will your customers. But with the tools to find patterns in all the data your

processes create, your company can potentially advance game-changing innovations to your industry, marketplace, or research community.

Are we overstating the power of Big Data? Let us tell you about our customers, who are already doing these things.

## **How are HP customers improving their products and services with Haven?**

### **They are discovering data correlations leading to breakthrough insights**

The ocean of information stored in today's data warehouses contains specific data that businesses know to search for, and use, through routine queries designed to track a certain variable, such as trends related to a marketing campaign, results of a new investment tool, or time customers spend using features of an online service. Yet these same, vast data stores may also contain data of unknown value to an organization. How do you find useful correlations among data points that, yesterday, were just part of the noise?

The HP Vertica engine is helping data analysts all over the world perform ad hoc queries in record time. Our customers regularly report dramatically accelerated query results—from days or hours to minutes or even seconds. Speed like this can improve business models and research methods alike. Teams can perform more frequent, increasingly targeted queries, until quantifiable results help them create new algorithms for better marketing, science, or continued research.

**Cerner Corporation** is using data analytics to improve operational infrastructure and physicians' efficiency, plus discover life-saving correlations within their patient data.

[\*\*Learn How\*\*](#)

## **They are seeing patterns in consumer behavior that help improve user experience**

Typical web analytics provide data such as the site a user has come from, and how often they become a customer (conversion rate) based on that prior site. Clickstream analysis gets a little more specific, allowing organizations to see what portions of a given page are popular—i.e., what links or other interactive features of a website are interesting to customers. In the context of Big Data, knowing this sort of behavior for thousands of users can produce actionable results.

HP Vertica can show organizations where websites perform best, what areas need improvement, and how users respond to changes being introduced by website owners. With the ability to reduce response time for this analysis by several orders of magnitude, Vertica shortens the feedback loop and more rapidly improves customer service and overall experience.

With HP Vertica, leading tablet-based game provider **Supercell** has an analytics platform and partner to support its tremendous growth.

**[Learn How](#)**

## **They are putting the power of Big Data into the hands of customers.**

It happens to the best of us: finding the right information, quickly, can be hard. We don't know the right terms, we remember the actress but not the movie title, we can say the name of the city but not the address of its tallest building. Gaining the information that's missing requires associative search capability, technology that can instantly recognize frequent patterns in the language of everyday users and give them what they're looking for.

HP Autonomy's IDOL technology uses advanced pattern-matching technology to understand key concepts in all forms of information, including free text, video, audio, image, social media, and the web. Unlike traditional, keyword-dependent systems, HP IDOL retrieves all relevant information that is conceptually related to a query, going beyond search to help users discover information they may not know to ask for.

Boasting the world's largest mobile network with approximately 740 million subscribers, **China Mobile Limited** uses HP IDOL to power its Wireless City initiative.

[\*\*Read the press release\*\*](#)

# What will you do next with Haven?

Our customers and partners are rapidly embracing Haven for a variety of Big Data strategies that improve their products and services.

## Consider these questions:

- 1.** Are we able to process, store, and index all critical data across our organization, including structured, unstructured, and semi-structured data?
- 2.** Can we gain insights into customer behavior, sentiment, churn, and brand loyalty? How easily and quickly can we act on these insights?
- 3.** Do all components of our data management infrastructure work together? Or are data and applications siloed, with little or no centralized access?
- 4.** Do we have the Big Data expertise in-house to handle explosive data growth efficiently and deliver meaningful analytics/insights to the business?

# Haven offers the analytics engines that can help you understand your customers

**Hadoop, Autonomy, Vertica, Enterprise Security, and n-apps** comprise the HP Haven platform, which brings together everything you need to profit from Big Data. Haven encompasses hardware, software, services, and business transformation consulting. At the core are the three HP Haven engines, described below. You can choose one, two, or all three of them, depending on your Big Data requirements:

- **HP IDOL**, from HP Autonomy, is the “A” in Haven. It powers analytics, digital marketing, information management, and governance solutions by enabling you to index, search, and analyze human information at scale and in context. It can process over 1,000 file types, including tweets, email, audio, images, and video.
- **HP Vertica** is the “V” in Haven. It’s a massively scalable database platform, custom-built for real-time analytics on petabyte-sized datasets. It supports standard SQL- and R-based analytics, and it offers support for all leading BI and ETL vendors.
- **HP ArcSight Logger** provides Enterprise Security—the “E” in Haven—with real-time collection and analysis of logs and security events from a wide range of devices and data sources. It leverages Big Data to bridge both operational intelligence and security intelligence.

Learn more at  
[hp.com/Haven](http://hp.com/Haven)

Stay up to date with strategies and best practices for Big Data  
Register for the **Big Data edition** of HP’s executive newsletter.

